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MINI HAIR MAGAZINE



## \* SOPHISTICATE'S BLOG: SOPHISTICATE'S ON THE SCENE



Wherever there's beauty, *Sophisticate's* is there! Dozens of people—salon owners, stylists, friends, family and local business owners—attended the Chicago launch of Theorie, a line of hair care tools designed for salon professionals, and *Sophisticate's Hairstyle Guide* was on the scene, getting all the details on the fast-growing tool brand.

The launch was held at Salon 1800, an upscale, modern salon located in Chicago's Lincoln Park neighborhood. The sleek space was filled with attendees excited to learn more about the product line's tools and participate in product demonstrations.

Theorie launched in February, selling only to the trade through distribution channels. The brand then made an appearance at 2013 Cosmoprof, which was held in Las Vegas, NV, in July. "We hit the ground running. They were literally in line waiting for us at that show," says Carrie Robinson, Vice President of Sales for Theorie. "It's been insane."



Theorie's Carrie Robinson (left) and Salon 1800 owner Helene March.



On display at the launch were Theorie's SAGA Touch flat irons, 4 in One Digital

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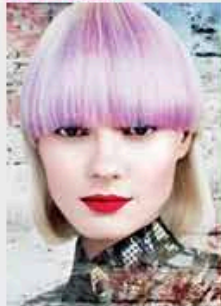
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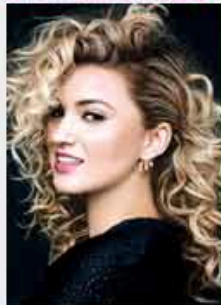
Our 2016 Hair Trend Preview is here! See what's in style for the New Year...

### HOT HAIR



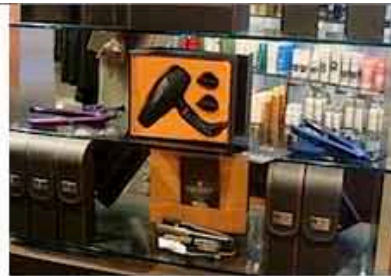
Flashes of color take these trendsetting silhouettes to the next level...

### STAR HAIRSTYLES



It's a sexy celebrity style roundup! Check out all the dazzling star styles here...

### FREE SWAG



"We brainstorm. We're a small company, so we really pay attention," says Robinson. "We asked a lot of smart questions from a lot of smart stylists like 'What's the first thing that goes on your iron?' [They responded] 'When you set it down when it's hot, it melts the cord.' So what did we do? Heat-resistant textile cords that are 11 feet vs. nine, so they're crafty for moving around the chair."



Theorie, which is based in Fort Lauderdale, FL, is growing rapidly. If you're interested in finding out more details about the pro tools, check out [YourTheorie.com](http://YourTheorie.com) online. "We're having fun. We're on a great ride," says Robinson. "It's been a whirlwind."

Curling System and SAGA 3100 Hair Dryer, all of which feature smart, innovative designs and incorporate breakthrough technology.



Robinson says they also wanted to incorporate fashion into the tools' designs. "We wanted to be the Tom Ford of tools in our industry," she says of the sleek designs and packaging. "Beauty meets fashion...it's all about those two coming together."



It's only fair to share...    

 **TALK BACK!**



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